

Northeaster

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Northeast Minneapolis | St. Anthony | Columbia Heights | Hilltop

Planning to Buy:

Extrapolated from the 2018 Circulation Verification Council survey, here are numbers of readers likely to purchase in the next 12 months, in these categories.

Transportation:

- Auto New 5,801
- Auto Used 8,702
- Auto Accessories 19,476
- Motorcycles/ATVs 1,243

Technology:

- Computers 9,531
- TV/Electronics 12,846
- Cell phones 10,774

Professional Services:

- Attorney 2,486
- Financial Planner 9,531
- Tax Advisor 19,890

Health:

- Veterinarian 10,774
- Chiropractor 5,801
- Pharmacist 20,305
- Medical Services/Physicians 25,277
- Health Club/Exercise Class 19,061
- Weight Loss 4,973

Home-Related:

- Antiques 7,044
- Cleaning Services 16,161
- Furniture/Furnishing 19,061
- Home Appliance 9,116
- Home Improvement 16,575
- Carpet/Flooring 5,801
- Lawn & Garden 10,360
- Lawn Care 12,431
- Heating/AC 7,873
- Real Estate 4,973

Apparel:

- Men's 25,277
- Women's 28,178
- Children's 16,161
- Jewelry 7,873











Entertainment:

- Dining & Entertainment 33,979
- Florist/Gift 9,531
- Vacation/Travel 26,106
- Boats 414
- Legal Gambling 12,846
- Sports Equipment 10,360

Other:

- Arts & Craft Supplies 8,702
- Child Care 4,973
- Education/Classes 9,531
- Wedding 2,486
- Pet Supplies 11,603

Rates are per time. Ads do not have to be the same size or content, and do not have to be consecutive.

		Open	3x	6x	12x	24x	
	Full Page (58.8 column-inches) 9.833" x 14.7"	2186	1968	1858	1749	1530	B/W
		2436	2218	2108	1999	1780	Color
	3/4 Page (43.5) H: 9.833" x 10.75" V: 7.333" x 14.7"	1749	1259	1486	1399	1224	B/W
		1999	1509	1736	1649	1474	Color
	1/2 Page (29) H: 9.833" x 7.25" V: 4.833" x 14.7"	1187	1069	1008	949	830	B/W
		1437	1319	1258	1199	1080	Color
	1/3 Page (19) H: 9.833" x 4.75" V: 4.833" x 9.75"	777	699	660	621	544	B/W
		971	873	825	776	680	Color
	1/4 Page (14.5) H: 9.833" x 3.5" V: 4.833" x 7.25"	624	561	530	499	437	B/W
		780	701	663	624	546	Color
	1/6 Page (9.67) H: 7.333" x 3.5" V: 4.833" x 4.75"	436	393	371	349	305	B/W
		545	491	464	436	381	Color
	1/8 Page (7.25) H: 4.833" x 3.5" V: 2.333" x 7.25"	336	303	286	269	235	B/W
		420	379	358	336	294	Color
	1/12 Page (4.83) H: 4.833" x 2.25" V: 2.333" x 4.75"	230	207	196	184	161	B/W
		288	259	245	230	201	Color
	1/16 Page (3.63) H: 4.833" x 1.75" V: 2.333" x 3.5"	174	156	149	139	122	B/W
		218	195	187	174	153	Color
	1/32 Page (1.81) H: 2.333" x 1.75" V: 2.333" x 1.75"	111	100	95	89	78	B/W
		139	125	119	111	98	Color

Graphics for Your New Ads:

We so strongly believe in small business, that we still make basic advertising creative services available at no additional charge when you buy space, whether to design new ads or to efficiently adapt ads once they are designed. This saves you time and hassle, though has some limitations; work with your advertising rep on details.

We work on Macintosh in InDesign and can create ads from graphic elements that you provide. We have both Metro and Graphic Stock art available for use in ads. Please allow some extra lead time for the initial setup of a new look or campaign. We cooperate with other publications who request our ads, and they supply ads to us. If another publication will forward us an original Quark or InDesign file, we can usually modify it for our dimensions and update text. (We can't modify PDFs)